



PHILIP MORRIS

U. S. A.

120 PARK AVENUE, NEW YORK, N.Y. 10017-5592 TELEPHONE (212) 880-5000

April 30, 1992

Dear Valued Vendor:

Philip Morris USA has the best selling - most asked for- brands in your machines today. Our brands represent the largest share of cigarette sales in the industry and more than 1 out of 4 smokers -- smoke Marlboro.

Since it's introduction in June of 1991, Marlboro Medium has proved to be the most successful new cigarette entry in the last decade and represents a real profit opportunity. To increase distribution in your area, Philip Morris USA is pleased to offer you a short-term special placement bonus on Marlboro Medium. You can earn an additional \$10 if you place Marlboro Medium in your machines by July 1, 1992.

To capitalize on this bonus offer and new profit opportunity, after placing Medium and the enclosed labels (ideally between Famous Marlboro Red and Marlboro Lights) in your machines, just complete the enclosed yellow form and mail it to your nearest PM USA sales office. A list detailing office locations is attached for your convenience.

Please complete the form by printing your company name and address and filling in the appropriate spaces related to packing style. Then total the two columns and write in the corresponding dollar amount at the bottom of the form.

We want your machines to proudly display the world's best selling brand so we have also enclosed new Marlboro headers for your use with a pricing wheel that adjusts up to \$3.75. In appreciation for your partnership, enclosed please find a Marlboro Adventure Team Watch which is our gift to you.

Philip Morris USA

2041419296